

Iranian Iron & Steel Conference

14-16 September 2015

Kish International Convention Centre, Kish Island, Iran

Bringing together Iran and the global ferrous marketplace

- **Dr Mehdi Karbasian**, Deputy Minister and Chairman of IMIDRO
- **Dr Bahram Sobhani**, Managing Director, **Mobarakeh Steel**
- **Abdolmajid Sharifi**, Managing Director, **Khouzestan Steel**
- **Ardeshir Saad Mohammadi**, Managing Director, **Esfahan Steel**
- **Reza Ashraf Semnani**, Advisor to CEO, **MIDHCO**
- **Keval Dhokia**, Analyst, **Metal Bulletin Research**
- **Abu Bucker Hussein**, CEO, **Al-Ghurair Iron and Steel**
- **Simon Cartwright**, Senior Partner, **Holman Fenwick**
- **Rovine Chandrasekera**, Managing Partner, **Stephenson Harwood**
- **Asadollah Farshad**, Managing Director, **Iranian Ghadir Iron & Steel Co**
- **Peter Hannah**, Analyst, **Metal Bulletin Index**
- *Senior Representative, Danieli*
- **Sadjad Ghoroghi**, Member of the Board, **IROPEX**
- **Dr Shamsedin Siasirad**, Deputy of Research, **IMIDRO**
- **Jafari Tehrani**, Member of the Board, **IROPEX**
- **Dr Pedram Soltani**, Vice Chairman, **ICCMIA**
- **Tsutomu Nomura**, Pelletizing Plant Leading Process Engineer, **Kobe Steel**
- **Dr Rutger Gyllenram**, Managing Partner, **Kobolde & Partners**
- **Joel Morales**, Marketing Manager, **Tenova**
- **Shahriyar Taghavi**, Director Strategy & Sales, **ARVOS – SCHMIDTSCHESCHACK Division**
- **Ramin Keyhan**, Deputy of CEO, **IASCO (Iranian Alloy Steel Company)**
- **Ali Hemmat**, Managing Director, **Iritec**

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Iranian Iron & Steel Conference

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IRANIAN MINES AND MINING INDUSTRIES DEVELOPMENT AND RENOVATION ORGANIZATION
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Bringing together Iran and the global ferrous marketplace

Metal Bulletin Events, under the patronage of IMIDRO are delighted to bring you this inaugural event.

The prospect of sanctions against Iran being reduced and removed imminently creates a game changing shift in the MENA and world iron and steel industries. There is likely to be numerous major infrastructure and construction projects stimulated in Iran now that foreign investment can return, which will drive steel demand.

This event offers unparalleled insight into this huge iron and steel market with expert presentations from top executives and offers the opportunity to network with all the major Iranian iron ore suppliers and steelmakers.

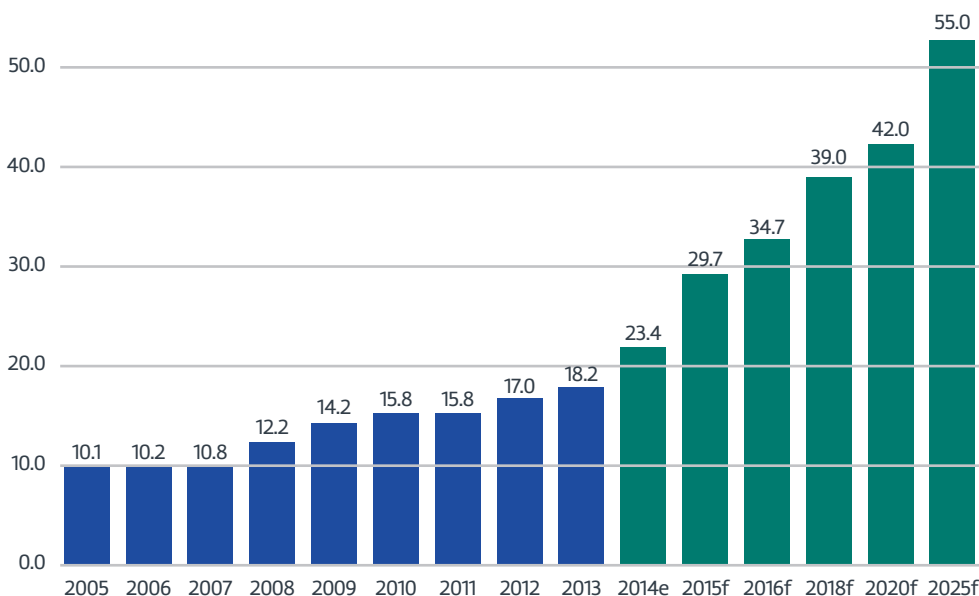
There is no better opportunity to evaluate the opportunities within the Iranian iron and steel markets and make crucial business contacts with this sleeping giant of the steel world.

“Excellent and informative presentations covering critical and interesting topics, as well as valuable networking opportunities.”

George Karcas, Hellas Gold

Strong growth in crude steel production is predicted in the Iranian steel industry, this conference provides the perfect opportunity to find out when, why and how your company can contribute to this growth

Crude Steel Installed Capacity in Iran (M tonnes)



Source: Presentation by Dr Sobhani, Mobarakeh Steel at 18th Middle East Iron and Steel Conference

Who should attend?

- Steel mills
- Steel and raw material traders
- Iron ore producers
- DRI and HBI producers
- Technology providers
- Construction companies
- Brokers
- Engineering and strategic consultants
- Shipping companies
- Galvanizers and steel service centres
- Investors and financial institutions

Benefits of attending:

Gain vital insight into the Iranian iron ore and steel industries

Learn best practices for mining, DRI production and steel making

Discover how your company could do business in and with Iran

Evaluate the investment potential for new projects in Iran

Network with top executives from Iranian and global steel producers



Monday 14 September 2015

18:00 Welcome reception

Day one:

Tuesday 15 September 2015

08:45 Keynote address

Dr Mehdi Karbasian, Deputy Minister and Chairman, **IMIDRO**

Session I: Iranian Steel

09:00 Iranian steel makers' panel: health and prospects of the Iranian steel industry

- How is the steel industry in Iran progressing?
- Flats and longs balance – how is this being addressed? What role do imports currently play?
- Bottlenecks: pellets, concentrate and flat steel – what are the solutions?
- How will a reduction in sanctions affect domestic prices – how likely are export tariffs and protectionist policies?
- What does the future look like for Iranian steel?

Dr Bahram Sobhani, Managing Director, **Mobarakeh Steel**
Abdolmajid Sharifi, Managing Director, **Khuzestan Steel**
Ardeshir Saad Mohammadi, Managing Director, **Esfahan Steel**

10:00 Iranian steel industry – making the most of resources

- What is the current steelmaking capacity?
- Where are the current production facilities? Where are the planned plants going to be?
- What investments are required for the 2025 master plan to come to fruition?

Dr Bahram Sobhani, Managing Director, **Mobarakeh Steel**

10:30 Networking refreshment break

11:15 How will the Iranian steel industry evolve? Forecasting Iranian steel demand and market composition

- Long steel – markets, production statistics, future demand projects, import/export balance
- Flat steel – technology, trade opportunities, best practices, demand, import/export balance
- How does the quality of domestically produced flats compare with global standards?
- Future demand – how much steel will be required for construction, ship building, OCTG and pipelines?

Reza Ashraf Semnani, Advisor to CEO, **MIDHCO**

11:45 Iranian alloy and special steel – demand for high end products

- What role is alloy and special steel playing in the Iranian steel market?
- What is driving demand for alloy steel in Iran?
- How could the Iranian alloy industry interact with the global market?

Ramin Keyhan, Deputy of CEO,
IASCO (Iranian Alloy Steel Company)

12:15 Networking lunch break



Session II: World Steel and Best Practices

13:30 Global steel – figures, forecasts and challenges

- How is the global steel industry progressing? To what extent is the issue of overcapacity being negated?
- How is demand holding up? Are there new sources of demand on the horizon for the global steel market?
- Chinese exports, slowing demand and trade cases – what is happening in the long steel market?
- Where are prices heading?
- How will Iran interact with the global steel industry?

Keval Dhokia, Analyst, **Metal Bulletin Research**

14:00 Flat steel market – razor thin margins and sluggish economic recovery

- How is the flat steel market navigating overcapacity?
- Which regions are driving demand?
- How does the MENA region flat steel market compare with the global market? What levels of imports are likely? Could regional protection be required?
- What affect could new demand from Iran have on the regional market?

Abu Bucker Hussein, CEO, **Al-Ghurair Iron and Steel**

14:30 A comparison of primary steel making and secondary steel making

- How do the processes compare in terms of: input, process, CAPEX, OPEX, environmental sustainability, energy and man power requirements?
- What is the optimum capacity for a BF or EAF in Iran?
- Cost analysis for both processes in Iran
- To what extent can DRI be utilised successfully in the blast furnace?

15:00 Networking refreshment break

15:30 DRI best practices – streamlining DRI production

- Plant overview and production statistics
- Raw material input, production efficiencies, energy consumption and quality of finished product – how are existing DRI technologies being optimized?
- What are the production advantages of Hot DRI?

Session III: Sanctions and Doing Business in Iran

16:00 International sanctions: update and potential reduction road map

- Road map to the reduction of sanctions – when will the sanctions begin to be lifted? When will they be fully removed?
- How are the current sanctions likely to be reduced?
- How will changes to the sanctions affect international trade with Iran?

Simon Cartwright, Senior Partner, **Holman Fenwick**
Rovine Chandrasekera, Managing Partner, **Stephenson Harwood**

Session IV: Investment and Financing

17:00 Iranian iron and steel in the Persian Gulf region – what investment opportunities are there?

- How is Iran set up for steel making?
- What investment opportunities are there in the Iranian iron and steel markets?
- Joint ventures – what kind of partners are being sought by Iranian companies?
- What infrastructure and construction projects that could go ahead if the sanctions are lifted? How much steel will they require?

Asadollah Farshad, Managing Director,
Iranian Ghadir Iron & Steel Co

17:30 Networking reception and end of day one

Day two:

Wednesday 16 September 2015

Session V: Insight into the Iranian Iron Ore Industry

09:00 Global iron ore – when will prices recover?

- Short and long-term outlook for the iron ore price – what will be the price drivers?
- How has the global market been dealing with the low price environment? How can the Iranian iron ore industry adapt?
- Inter-grade dynamics and price trends: the development of discrete product categories – what are the implications for the market?
- Overview of Metal Bulletin's Iranian iron ore index: key features, aims and reasons for its development

Peter Hannah, Analyst, **Metal Bulletin Index**

09:30 Iranian iron ore – what new projects are planned?

- How will new projects affect the supply/demand balance?
- What investment opportunities are there? What infrastructure improvements are required to progress the industry?
- How feasible are iron ore exports?

Sadjad Ghoroghi, Member of the Board, **IROPEX**

10:00 Iranian iron ore project updates

- How is iron ore production likely to progress in Iran?
- Project updates – where, when and how much?
- Is the market in sync? How can the iron ore industry better cater to increased steelmaking capacity?
- What solutions are there for the iron ore pellet bottlenecks in the market? Could extra pellet capacity lead to a concentrate bottle neck?
- To what extent is vertical integration into DRI production being considered by iron ore miners?

Dr Shamsedin Siasirad, Deputy of Research, **IMIDRO**

10:30 Networking refreshment break

11:00 DR grade material and beyond – how will the composition of the iron ore market change?

- How has the market coped with depressed prices? How likely are we to see consolidation? When will the effects of new project freezes be felt in the market?
- Dropping quality and increased user standards – how prevalent will pelletizing be in the future of the iron ore industry?
- How could an open Iran affect the supply and demand balance for iron ore, particularly DR grade material?

Mr Jafari Tehrani, Member of the Board, **IROPEX**

11:30 Iron ore panel – Iran in the global marketplace

- What affect will the removal of sanctions have on the Iranian iron ore industry? How will it affect prices?
- Would Iran become a net importer or exporter of iron ore?
- How could available Iranian iron ore affect the supply dynamic in the wider MENA region?
- What form will exports likely take? Could we see high tariffs on non-value added iron ore exports?

Moderator:

Sadjad Ghoroghi, Member of the Board, **IROPEX**

Panellists:

Jafari Tehrani, Member of the Board, **IROPEX**

Dr Pedram Soltani, Vice Chairman, **ICCMIA**

Peter Hannah, Analyst, **Metal Bulletin Index**

12:15 Networking lunch break

Session VI: Technology – Improving Efficiencies

13:30 Pelletizing – improving finished products

- How are new technologies improving consumption, efficiencies and pellet uniformity?
- What are the process advantages to improved pellet size and make up for DRI producers?
- How are pelletizing capacities growing? Are there production advantages to large scale plants?

Tsutomu Nomura, Pelletizing Plant Leading Process Engineer, **Kobe Steel**

14:00 Steel production costs – an analysis of DRI and its uses in Iranian steel making

- High gangue DRI – what affect does this have on slag volume, energy use and EAF productivity?
- High SI pellets – how much capital could be invested beneficiating iron ore? What results can be reached?
- How can different types of pellets be blended to produce desired DRI for EAFs?

Dr Rutger Gyllenram, Managing Partner, **Kobolde & Partners**

14:30 DRI – technological advancements and perfecting the process

- Energy efficiency, input, output and reliability – how do the leading technologies compare?
- Hot DRI, high carbon DRI and a reduction in slag – how are DRI technologies improving DRI make up?
- Iran to be global leader – how can DRI technology be tailored for the Iranian steel industry?
- To what extent can lower quality pellets or iron ore be utilised in the DRI furnace?

Joel Morales, Marketing Manager, **Tenova**

15:00 Networking refreshment break

15:30 Heat recovery technology applied to direct reduction – process, challenges and benefits

Dr Shahriyar Taghavi, Director Strategy & Sales, **ARVOS – SCHMIDTSCHKE SCHACK Division**

16:00 EAFs – utilising raw materials and improving outputs

- How are new melt shop technologies streamlining efficiencies of input, energy and output?
- What new technological improvements are available? How are they affecting finished products?
- Raw material balance – how can EAFs be adapted to varying scrap, DRI and metallic input?

Senior Representative, **Danieli**

16:30 Water shortage – how can technology reduce water usage and re-use waste water?

- Desalination and reverse osmosis technology – how can water be produced?
- Steelmaking and mining processes – what technological tweaks can be made to reduce water consumption?
- Water recycling – how can water recycling be optimised on a company wide basis?

17:30 Iranian Technology – best practices and knowledge sharing

- Iranian technologies: how have native technologies developed away from the global norm? What can international steel makers learn from Iranian technology?
- What affect could a technological influx post sanctions have on Iranian steel making?

Ali Hemmat, Managing Director, **Iritec**

18:00 Close of conference

Sponsorship & exhibition opportunities

Use this unique opportunity to:

Generate new business

...meet many international and local customers face-to-face

Promote your products/services

...raise your company's profile

Enhance your presence

...stand out from the crowd



Showcase your company, **increase** your brand awareness and **enhance** your networking opportunities by becoming a sponsor of the Iranian Iron and Steel Conference. Sponsorship opportunities developed by Metal Bulletin Events have become **essential tools** for organisations in fulfilling their marketing objectives. There are a range of sponsorship opportunities which will enable your company to raise your brand profile, before and at the event, as well as highlighting your company to an audience of senior executives and key decision-makers from across the sector.

Sponsorship gets your brand in front of a senior audience.

It associates your company with the **ONLY** copper concentrates event of its kind, right through our pre and post event marketing campaigns. We have an unparalleled international reach and attract large audiences of high level executives. This is a unique chance to raise your company's profile, stay ahead of the competition and to be seen as a leading player in the industry with maximum exposure both prior to and at the event.

There are also opportunities for exhibition stands in the refreshment area alongside the conference. This gives you the platform to meet face to face with key industry figures and discuss the products and services your company has to offer. Stands are located in a prominent position visible to every attendee.

For sponsorship and exhibition opportunities

Please contact...

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Your company logo on the move for maximum effect

Exhibition space

Showcase your business with an exhibition stand and take advantage of the opportunity to discuss the products and services your company has to offer

Platinum, Gold & Silver branding

Stand out from the rest and ensure your logo is on the conference stage, all event banners and marketing material, which is distributed to thousands of professionals in the market place

Floorplan

